

SOCIAL MEDIA ADVERTIZEMENT AND CLOTHING PURCHASE DECISION OF FEMALE STUDENTS AT VILLAGE HOSTEL OF THE UNIVERSITY OF JOS

BY

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ABSTRACT

The study is on social media advertisement and the clothing purchase decision of female students in the Village hostel of the University of Jos. The purpose is to examine how social media advertisement using Facebook, Inatsgran, YouTube and T ikTok affects clothing purchase decision of female students. The study adopted the cross-sectional survey design. It was guided by four objectives. Four research questions and one hypothesis were raised. The population is all the female students residing in the Village hostel of the University of Jos and the **sample of 276 female students was drawn via purposive sampling method**. Data were elicited from the respondents by means of a questionnaires designed by the researcher and validated by two experts including the supervisor drawn from the Department of Marketing of the University of Jos. The Cronbach-alpha reliability index of the questionnaire was 0.82 which is high enough for a research instrument. The direct delivery method was adopted in gathering data for the study. Data were analysed using descriptive statistics of mean, standard deviation and the Pearson correlation analysis for the research questions and hypothesis respectively. The bench mark mean was 2.50 which is the mean of the four point scale used for the study, and statistical decision about the hypothesis was taken at 5% level of significance. Results revealed that all the social media advertisement platforms (Facebook, Instagram, YouTube and TikTok) were very significant in influencing the clothing purchase decision of female students. Also significant relationship was found between social media advertisement and clothing purchase decision of female students at the Village hostel. The study recommended that sellers should leverage on all the social media advertisement platforms to influence buying decisions positively and to boost sales.

Keywords: Advertisement, Decision, Platforms, Purchase and Social Media

INTRODUCTION

Developments in the business ecosystem have led social media to become one of the vital tools for marketing strategy especially in brand development. Social media marketing is a strategy that focuses on creating and distributing valuable and relevant content to attract and retain a clearly defined audience via social media platforms. Common social media platforms used in advertizing products to promote sales include Facebook, Instagram, You Tube and TikTok . These are perfect examples of web 2.0 which have become powerful tools for businesses to reach and engage with their target audience. Researchers have recognized that technology has become a major component in expanding markets and have defined entire marketing strategies around global access to technology. At the same time, advertising and promotion often focus on the psychological, emotional, and social factors influencing consumer behaviour elements that must be incorporated into technology-based marketing (Quelch &Jocz, 2018). It is evident that, a marketer' s survival in contemporary

market depends totally on the satisfaction of his consumers. If a marketer is not able to keep its consumers satisfied and happy then the brand will lose its market share and will eventually perish from the market. Consumer satisfaction depends on how well the consumers perceive the brand in relation to their need satisfaction (Moorthy, 2019) .

In recent years, the fashion industry has witnessed a significant transformation in the way it markets and sells products, particularly female clothing. The advent of social media platforms has revolutionized the advertising landscape, offering fashion brands new avenues to connect with their target audience. With the rise of social media influencers, online fashion communities, and visually appealing content, female consumers are exposed to a plethora of clothing advertisements on platforms like Instagram, Facebook, YouTube and TikTok. This shift in advertising methods raises intriguing questions about the extent to which social media advertisements impact the purchase decisions of female clothing consumers. Hence, this research seeks to delve into the nuanced relationship between social media advertising and female clothing purchasing decision.

STATEMENT OF PROBLEM

The increasing prevalence of social media platforms such as Facebook, Instagram, TikTok, and YouTube has significantly influenced consumer behavior, particularly among female students. Despite the potential of these platforms to drive clothing purchase decisions, there is limited understanding of how they specifically impact this demographic. Many female students are exposed to a constant stream of targeted advertisements and influencer content, which may shape their purchasing preferences and decisions. However, the effectiveness and implications of these advertisements on their buying behavior remain unclear. This gap in knowledge creates a need for further research. Now the problem of the study therefore is to examine the role of social media advertisement in influencing clothing purchase decisions among female students in Village hostel of the University of Jos, Plateau state, Nigeria.

OBJECTIVES OF THE STUDY

- 6.0 To examine the influence of Facebook on customer's purchase decision of female clothing amongst students of village hostel.
- 7.0 To determine the influence of Instagram on customer purchase decision of female clothing amongst students of village hostel.
- 8.0 To access the influence of YouTube on customers purchase decision of female clothing amongst students of village hostel.
- 9.0 To determine the influence of TikTok on customer purchase decision of female clothing amongst students of village hostel.

RESEARCH QUESTIONS

1. To what extent does Facebook influence the clothing purchase decision of female students in village hostel of the University of Jos?
2. How does Instagram influence clothing purchase decision of female students in village hostel, of the University of Jos?
3. To what extent does YouTube influence the purchase decision of female students in village hostel, of the University of Jos?
4. How does TikTok influence the purchase decision of female students in village hostel of the University of Jos?

HYPOTHESIS

- 3 There is no significant relationship between social media advertisement and purchase decision of female students in village hostel of the University of Jos.

LITERATURE REVIEW

Concept and Features of Social Media Advertisement

Social media advertisement involves using platforms such as Facebook, Instagram, Twitter, and LinkedIn among others to promote products, services, or brands (Ashley & Tuten (2020)). It leverages the vast reach and interactive nature of social media to engage with targeted audiences in meaningful ways. Social media advertisement is a dynamic tool that enables brands to connect with their audience in personalized and impactful ways, adapting quickly to changing trends and consumer needs.

The key features of social media advertisement include targeting capabilities in which they offer advanced targeting options, allowing advertisers to reach specific demographics, interests, and behaviors (Hudson & Madden, 2020). This precision ensures that advertisements are shown to the most relevant audiences. Also, unlike traditional advertising, social media allows for real-time interaction. Users can comment, share, and react to ads, fostering a two-way communication channel between brands and consumers. It is also cost effective as they are affordable with flexible budgeting options that suit businesses of all sizes. Advertisers can set daily or lifetime budgets and adjust them as needed.

Common Social Media Advertisement Platforms

a) Facebook

Facebook is a powerful advertising platform with advanced targeting capabilities, allowing businesses to reach specific demographics based on interests and behaviors. Its diverse ad formats, including image, video, and carousel ads, provide flexibility for advertisers. With billions of users, Facebook offers extensive reach, making it a valuable tool for building brand awareness. The platform also fosters community engagement through groups and pages, allowing for meaningful interactions between brands and consumers. Detailed analytics enable advertisers to optimize their campaigns effectively, enhancing decision-making and ultimately influencing purchase behavior (Zhang & Mao, 2021).

b). TikTok

TikTok stands out as a dynamic platform centered on short-form video content. Its algorithm-driven feed promotes viral trends, offering unique opportunities for brands to capture audience attention. TikTok excels in engaging younger demographics, making it an ideal platform for brands targeting this audience. The platform's trend-driven nature allows advertisers to leverage popular challenges and viral content to enhance visibility and engagement. This high level of creativity and engagement makes TikTok a potent tool for influencing purchase decisions (Smith, 2020).

c). Instagram

Instagram focuses on visual storytelling, offering features like Stories, Reels, and IGTV. Its emphasis on aesthetics makes it particularly suitable for brands with visually appealing products. Instagram's various ad formats, including photo, video, and carousel ads, enable brands to showcase their offerings creatively. The platform also supports influencer

collaborations, which can significantly boost credibility and reach. With Instagram Shopping, users can purchase products directly within the app, streamlining the buying process and positively impacting purchase decisions (Vaterlaus ,2022).

d). YouTube

YouTube is the leading platform for video content, providing extensive reach as the second-largest search engine. It offers various ad formats, such as TrueView and Bumper Ads, which allow for creative storytelling. YouTube's capacity for long-form content enables brands to build strong narratives and educate potential buyers through tutorials and reviews. This platform's ability to reach a vast audience and provide in-depth product information makes it a powerful tool for influencing consumer decisions (Khan, 2019).

Social Media Advertisement and Purchase Decision

Social media advertising platforms play a crucial role in influencing consumer purchase decisions by providing targeted, engaging, and interactive marketing opportunities. These platforms offer unique advantages that traditional advertising methods often lack. One of the primary benefits is the ability to precisely target specific demographics based on age, location, interests, and behaviors. According to Tuten and Solomon (2021), this targeted approach ensures that advertisements reach the most relevant audiences, maximizing the potential for conversion. Social media also facilitates real-time engagement, allowing brands to interact directly with consumers. This interaction builds trust and fosters a sense of community, which can significantly influence purchasing behavior. Mangold and Faulds (2019) highlight that this two-way communication channel enables businesses to respond to customer inquiries and feedback promptly, enhancing customer satisfaction and loyalty.

Moreover, the visual and creative nature of social media platforms, like Instagram and TikTok, allows brands to showcase their products in innovative ways. This creativity captures consumer attention and can lead to higher engagement rates. As Ashley and Tuten (2020) note, visually appealing content is more likely to be shared, increasing brand visibility and potential reach. In addition, social media provides measurable results through analytics and metrics. Advertisers can track engagement, clicks, and conversions, allowing them to refine their strategies for better outcomes. Peters (2022) argue that this data-driven approach enables brands to make informed decisions, optimizing their advertising efforts to influence purchase decisions effectively.

EMPIRICAL REVIEW

Chandwani and Bhome (2018) carried out a study titled “ Impact of Social Networks on Consumer Behavior. Over the past forty years, we have experienced a radical shift in how business is conducted and how people interact. Perhaps, this statement explains why the researcher conducted this research. A total of 100 respondents were reached using questionnaire. The questions were designed to obtain information regarding how social network site influence consumer behavior and their everyday life. The responses obtained were analyzed using Pearson Correlation Co-efficient. The results indicated that consumers have moved away significantly from the traditional method of advertising to social media adverts as they are currently more interested in social media advertising. Customers are more comfortable with social media because it brings about brand awareness and brand image can be endorsed on that platform.

Jimada (2018) conducted a study on “ The role of social media in marketing of consumer products in Kano state: a case of fast-food industry. The researcher was concerned about finding out the relationship between social media marketing and consumption of fast food. The study employed survey research design where first hand data was collected. This was accomplished using questionnaire which was personally administrated to the respondents. The researcher was interested in the entire fast-food industry; however, the study was restricted to Kano metropolis. Random sampling technique was used and ultimately 47 respondents were given the questions and response rate was 80%. The used sample is therefore 40. Analysis was done using simple percentage and ANOVA. The result shows that there is significant difference in the perception of consumers towards online fast food shopping.

METHODOLOGY

The study is a descriptive survey which used the survey research design. It was conducted in Village Hostel of the University of Jos in Plateau State. The population is all the female students residing in the Village hostel of the University of Jos and the **sample of 276 female students was drawn via purposive sampling method.** Data were elicited from the respondents by means of a questionnaires designed by the researcher and validated by two experts including the supervisor drawn from the Department of Marketing of the University of Jos. The Cronbach-alpha reliability index of the questionnaire was 0.82 which is high enough for a research instrument. The direct delivery method was adopted in gathering data for the study. Data were analysed using descriptive statistics of mean, standard deviation and the Pearson correlation analysis for the research questions and hypothesis respectively. The bench mark mean was 2.50 which is the mean of the four point scale used for the study, and statistical decision about the hypothesis was taken at 5% level of significance.

RESULTS

Research Question One: To what extent does Facebook influence the clothing purchase decision of female students in village hostel of the University of Jos?

Table 1: Influence of Face Book Advertisement on Clothing Purchase Decision of Female Students in Village Hostel of the University of Jos

S/ N	Statement	SA	A	D	SD	Fx	N	\bar{X}	Std	Remark
1.	Facebook plays a significant role in influencing my purchase decisions for female clothing.	130	120	20	06	926	276	3.36	.477	Agree
2	I often consider recommendations and advertisements on Facebook before purchasing female clothing.	110	131	19	16	887	276	3.21	.386	Agree
3.	Facebook posts and reviews influence my perception of female clothing brands.	123	111	30	12	897	276	3.25	.438	Agree

4. I trust the information about female clothing shared on Facebook. 118 133 19 06 915 276 3.32 .463 Agree

Criterion Mean: 2.50

Cumulative Mean: 3.28

Data in Table 1 show that face book advertisement is very influential in the purchase decision by female students. This typified by the fact that all the five items in the table have mean values above the 2.50 bench mark and also the cumulative mean value for all the items in Table 1 is 3.28 is also above 2.50.

Research Question Two: How does Instagram influence clothing purchase decision of female students in village hostel, of the University of Jos?

Table 2: Influence of Instagram on Clothing Purchase Decision of Female Students in Village Hostel of the University of Jos

S/ N	Statement	SA	A	D	SD	Fx	N	\bar{X}	Std	Remark
1.	Instagram posts from clothing brands influence my decision to purchase female clothing.	112	118	28	18	876	276	3.17	.373	Agree
2.	I frequently discover new female clothing brands through Instagram.	135	99	26	16	915	276	3.32	.402	Agree
3.	I trust the recommendations and reviews of female clothing on Instagram.	124	125	16	11	914	276	3.31	.411	Agree
4.	Instagram advertisements often lead me to consider purchasing female clothing.	138	106	20	12	922	276	3.34	.456	Agree

Criterion Mean: 2.50

Cumulative Mean: 3.30

Evidences in Table 2 depict that the items are all accepted as significant in influencing female students' purchase decisions in the village hostel of the University of Jos. The cumulative mean value of 3.30 is above the bench mark mean of 2.50

Research Question Three: To what extent does YouTube influence the purchase decision of female students in village hostel, of the University of Jos?

Table 3: Influence of You Tube Advertisement on Clothing Purchase Decision of Female Students in Village Hostel of the University of Jos

S/N	Statement	SA	A	D	SD	Fx	N	\bar{X}	Std	Remark
1.	YouTube videos featuring clothing hauls or reviews influence my decision to buy female clothing.	112	120	29	15	881	276	3.20	.455	Agree
2.	I often watch fashion-related content on YouTube before making a purchase.	108	114	32	22	860	276	3.12	.399	Agree
3.	YouTube influencers' recommendations impact my perception of female clothing brands.	123	108	29	16	890	276	3.22	.470	Agree
4.	I find YouTube to be a reliable source of information about female clothing.	128	96	28	24	880	276	3.18	.458	Agree

Criterion Mean: 2.50**Cumulative Mean: 3.18**

Table 3 reveals the responses regarding the influence of You Tube advertisement on clothing purchase decision of female students in the village hostel of the University of Jos. From the table, all items have mean scores above the criterion mean of 2.50. This means that respondents accepted all the items as influential.

Research Question Four: How does TikTok influence the purchase decision of female students in village hostel of the University of Jos?

Table 4: Influence of TikTok Advertisement on clothing Purchase Decision of Female Students in Village Hostel of the University of Jos

S/ N	Statement	SA	A	D	SD	F	N	\bar{X}	Std	Remark
						Σ				
1.	TikTok videos showcasing female clothing influence my purchasing decisions.	119	113	30	15	889	276	3.22	.470	Agree
2.	I often discover new female clothing brands through TikTok.	128	104	28	16	896	276	3.25	.515	Agree
3.	TikTok influencers' endorsements affect my perception of female clothing brands.	109	108	39	20	858	276	3.11	.452	Agree
4.	TikTok's algorithm exposes me to a variety of female clothing options.	110	102	40	24	850	276	3.08	.468	Agree

Criterion Mean: 2.50**Cumulative Mean: 3.17**

A cursory look at data in Table 4 shows that all the items are valid as each of them has a mean value above 2.50, and the cumulative mean is also above the bench mark mean of 2.50. It then means that TikTok advertisement influences clothing purchase decision of female students.

Hypothesis One: There is no significant relationship between social media advertisement and clothing purchase decision of female students in Village Hostel of the University of Jos

Table 5: Pearson Product Moment Correlation Analysis of Hypothesis One

Variables	N	\bar{x}	SD	Df.	A	p-value	Sig.
Social media Advertisement		3.53	2.23				
Clothing Purchase Decision	276	3.42	2.09	275	0.05	0.003	Reject Ho

Data in Table 5 show that the p (0.003) value is less than 0.05, hence the null hypothesis is rejected. This decision leads to the conclusion that there is a significant relationship between social media advertisement and the clothing purchase decision of female students at the Village hostel of the University of Jos.

DISCUSSION

The study is on social media advertisement and clothing purchase decision of female students in Village Hostel of the University of Jos. It was found that Facebook advert is very influential in the purchase decision of female students as respondents agreed that they trust the information about female clothing shared on Facebook. This is in support of the assertion of Zhang and Mao (2021) who opined that detailed analytics on Facebook enable advertisers to optimize their campaigns effectively, enhancing decision-making and ultimately influencing purchase behavior of customers.

In the same vein, Instagram was found to be very helpful in influencing the purchase decision of female students. Respondents agreed that they frequently discover new female clothing brands through Instagram and which affects their purchase decisions. This result is in consonance with Vaterlaus (2022) who averred that with Instagram Shopping, users can purchase products directly within the app, streamlining the buying process and positively impacting purchase decisions. Similarly, You Tube was equally influential because respondents agreed that YouTube influencers' recommendations impact their perception of female clothing brands which also influence their decisions to purchase same. In addition You Tube has a wide audience reach. This finding corroborates Khan (2019) who noted that YouTube's ability to reach a vast audience and provide in-depth product information makes it a powerful tool for influencing consumer decisions. The study also found that TikTok was very helpful in influencing female students purchase decisions. Respondents agreed that TikTok influencers' endorsements affect their perception of female clothing brands due to its high level of audience engagement, hence their decision to purchase same. This is supported by the earlier observation by Smith (2020) who noted that the high level of creativity and engagement makes TikTok a potent tool for influencing purchase decisions.

CONCLUSION

The study examined social media advertisement and clothing purchase decision among female students in Village hostel in the University of Jos. The result revealed that social media advertisements especially using Facebook, Instagram, YouTube and TikTok was very helpful in purchase decision among female students studied. Based on the ensuing result, the study concludes therefore that social media advertisement is very influential in clothing purchase decision among female students in Village Hostel in the University of Jos.

RECOMMENDATIONS

Sequel to the findings, the following are recommended:

- i. Facebook advertisement has significant influence on the purchase decision of female students hence Facebook advertiser should produce more engaging and rich contents for their clothes.
- ii. Instagram has a significant influence on the purchase decision of female students. Therefore, Instagram sellers should allocate more resources to Instagram marketing efforts for more patronage.
- iii. YouTube was found to be very influential. Therefore all YouTube sellers should provide more creative videos and contents for their clothing to attract more female buyers.
- iv. TikTok has a significant influence on the purchase decision of female students

hence TikTok sellers should develop more engaging contents and utilize trending hashtags and duets to increase brand visibility and drive more sales.

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